



PARKS, RECREATION AND OPEN SPACE COMPREHENSIVE PLAN COMMUNITY SURVEY REPORT February 2003

This report contains an Executive Summary and a detailed analysis of the questionnaire results. Appendix A includes a copy of the survey. Appendix B contains the detailed survey data tables, and Appendix C includes the responses to the open-ended question (Question 12).

I. EXECUTIVE SUMMARY

A. Introduction

The Community Survey is part of an extensive public involvement program to involve Eugene planning area residents in developing the City of Eugene Parks, Recreation and Open Space Comprehensive Plan. This survey involved residents who may not otherwise participate in the Comprehensive Plan process and validated key plan findings among a statistically representative sample of residents. Questions focused on public attitudes, recreation interests, recreation participation characteristics, and maintenance and financial issues. City of Eugene staff will use survey results in refining policy directions for the delivery of recreation services, and assessing the need for new and/or improved recreation programs, facilities, and open space.

B. Sample Design and Selection

Members of the 20-30 Club distributed questionnaires to randomly selected households in the Eugene planning area during January 2003. Each member of the selected household aged ten and over was asked to fill out a questionnaire. The survey was designed to achieve statistical reliability for the Eugene planning area. For the total sample, the 437 responses exceeded the minimum needed to achieve a 95% confidence level with a margin of error no greater than 5%.

This report describes survey findings. For each question, N equals the total number of responses to the question. In cases where multiple responses were allowed, N is greater than the number of survey respondents (437).

Subgroup results are provided by planning area and by age group when they vary significantly from the Eugene planning area results. It is important to note, while the planning area results are statistically valid, subgroup responses have a lower confidence level and should be given less weight. Results of the survey process are shown below.



C. Key Findings

The following key findings emerged from the survey:

- More than 94% of survey participants believe parks, recreation services and open space are **very important** or **important** to Eugene's quality of life.
- The most important benefit of parks, recreation services, and open spaces identified by respondents was: **provide opportunities to enjoy nature/outdoors**.
- Over half (57.2%) of survey respondents **have participated in a City of Eugene recreation program or special event during the past year**. This is much higher than the average of other communities surveyed by MIG.
- The highest percent of survey respondents (30.9%) learn about City of Eugene programs and special events through **the Recreation Program Guide**, followed by **friends or word of mouth** (28%) and **the local newspaper** (25.1%).
- When asked what role is most appropriate for the City to play in providing recreation services, the highest percentage of adult respondents (70.2%) say the City should be a **primary provider of services**, with some **services provided by partner agencies**.
- About 60% of survey respondents said certain groups in the City of Eugene need **more or better** recreation services. The groups in need of more or better recreation services, according to survey respondents are: **middle school youth 12 to 14 years of age** (17.5%), **high school youth 15 to 18 years of age** (15.8%), and **elementary school youth 6 to 11 years of age** (13.1%).
- About 60% of survey respondents think recreation programs should be **increased**. The two top choices for increased recreation programs are **special events** (23.6%) and **outdoor /environmental programs** (18.0%). **Before and after school programs, competitive or recreational sports, and the arts** (performing, visual, cultural) also were selected by over 10% of the respondents as programs they would like to see increased.
- Over 77% of respondents thought Eugene's parks can be **improved**. The top two improvements were **upgrade/ complete existing parks** (30.5%) and **develop additional smaller, close-to-home neighborhood parks** (25.3%). **Acquiring parkland for future development** (16.8%) and **developing more, large, multi-use community parks** (13.9%) were also frequently selected.
- Over 65% of respondents thought Eugene's natural areas can be **improved**. The top priorities were: **provide more passive recreation opportunities, such as trails and benches** (27.1%); **improve habitat in existing natural areas and remove invasive species** (23.2%); and **acquire more natural areas** (21.3%).
- Eugene residents prefer a diverse park system that provides **a balance of active and natural area parks**. When asked what is the right proportion of parks for Eugene, more than half (51.8%) of survey respondents said there should be **an equal distribution of natural areas and active parks**.
- Over 58% of respondents thought that Eugene needs **more recreation elements**, such as recreation centers, pools, play areas, sport fields, etc. According to survey respondents, the top two outdoor recreation facilities needed in Eugene today are: **multipurpose**



trails connecting community facilities for biking, walking, etc. (26.9%); and **river access for recreation, swimming and boating** (14.0%).

- **Multi-use community center** and a **teen center** were ranked as the top recreation-related buildings most needed in Eugene.
- The two most needed sport facilities in Eugene are: **a sports complex** (24.7%) and **a swimming pool** (20.6%).
- The parks and community facilities that had the highest frequency of use by respondents were (in order of frequency) **neighborhood parks, multi-purpose trails, community parks, metropolitan parks and school playgrounds**.
- More than 82% of survey respondents are **satisfied** or **very satisfied** with the level of maintenance in Eugene's park, open spaces and recreation facilities.
- When asked to identify the three parks, recreation and open space improvements most needed in Eugene today, **improving existing parks** (30.0%) was most frequently selected by participants. **Acquiring land and developing new parks and natural areas** (13.0%), **providing other recreation facilities** (11.0%) and **improving and expanding the trail system** (9.0%) also were frequently selected.
- The top five current recreation activities (in order) are: **watching TV/video, computers, reading for pleasure, walking for pleasure, exercise/aerobics**.
- The top five preferred recreation activities if facilities were available are: **bicycling for pleasure, attend concerts, camping, indoor swimming, outdoor swimming**.

II. QUESTIONNAIRE RESULTS

This section provides a question-by-question analysis of the Community Survey.

| Survey Area | Survey Sample | % of Sample |
|----------------|---------------|-------------|
| Willakenzie | 137 | 31.4 |
| Willow Creek | 111 | 25.4 |
| Central | 62 | 14.2 |
| River Road | 60 | 13.7 |
| Southeast | 55 | 12.6 |
| Bethel/ Danebo | 12 | 2.7 |
| Total | 437 | 100 |



1. How important are parks, recreation services and open space to Eugene's quality of life? (Please check only one number.)

- 61.1% Very important
- 33.6% Important
- 3.7% Not very important
- 1.1% Not important
- 0.5% Don't know

N=437

Key Observations

- Nearly 95% of the survey participants believe parks, recreation services and open space are very important to Eugene's quality of life.
- Respondents between the ages of 45 and 54 (74.0%) and those between the ages of 35 and 44 (64.0%) were more likely than people in other age groups to say that parks, recreation services and open space are very important to Eugene's quality of life.

2a. Do you believe that parks, recreation services and open space provide benefits to the community? (If you answer yes or don't know, please go on to 2b; if you answer no, go on to question 3.)

- 96.3% Yes
- 2.3% No
- 1.4% Don't know

N=436

Key Observations

- More than 96% of all respondents believe that parks, recreation services and open space provide benefits to the community.



2b. Which of the following benefits of parks, recreation services and open space are most important to you? (Please check your top two choices.)

- 31.8% Provide opportunities to enjoy nature/outdoors
- 14.4% Connect people together, building stronger families and neighborhoods
- 14.2% Protect the natural environment
- 12.5% Improve health and wellness
- 11.3% Promote youth development
- 8.3% Enhance community image and sense of place
- 2.8% Help seniors and disabled people remain active
- 2.4% Provide opportunities for lifelong learning
- 1.3% Provide cultural opportunities
- 0.9% Other

N=400

Key Observations

- According to survey respondents, the most important benefit of parks, recreation services and open space is to provide opportunities to enjoy nature/outdoors (31.8%).
- Participants between the ages of 10 to 14 and age 65 and older were more likely than average to select the response “help seniors and disabled people remain active” (11.5% and 12.5% respectively).
- Youth 10-14 and 15-17 were more likely than average to select the responses “provide opportunities to enjoy nature/outdoors” (41.9% and 41.4% respectively).

3a. In the last year, have you participated in a recreation program or special event offered by the City of Eugene?

- 57.2% Yes
- 38.7% No
- 4.1% Don’t know

N=437

Key Observations

- Well over half (57.2%) of survey respondents have participated in a City of Eugene recreation program or special event during the past year. This is much higher than the average of other communities where MIG asked this question.
- The most likely to participate in a City of Eugene recreation program or special event were people between the ages of 10 to 14 (70.8%) and between 35 and 44 (68.5%).
- Those least likely to participate were those age 65 and older (25.0%) and those between 18 and 24 years of age (26.7%).



3b. If you answered “Yes” to the above question, how did you learn about the program or special event? (Please check one only.)

30.9% Recreation Program Guide
28.0% Friends or word of mouth
25.1% Local newspaper
6.2% Television/radio
3.7% Special flyers
3.3% Other
2.5% Information distributed at schools
0.4% City of Eugene web site

N=243

Key Observations

- The highest percent of survey respondents (30.9%) learn about City of Eugene programs and special events through the Recreation Program Guide. This is about average for other communities surveyed by MIG. Friends or word of mouth (28.0%) and the local newspaper (25.1%) were also noted frequently as a source of program information.
- The City of Eugene website is the source of information for less than one percent of the population.
- For 50% of the respondents aged 10 to 24, the primary means of learning about programs and special events is through friends or word of mouth.
- People in the age groups 45 to 65 and older, are more likely than average to learn about programs or special events through the local newspaper.

4a. Do you think recreation programs should be increased? (If you answer yes or don't know, please go on to 4b; if you answer no, go on to question 5.)

61.3% Yes
25.3% Don't know
13.4% No

N=419

Key Observations

- A strong majority believe that recreation programs should be increased.
- Survey respondents in the young age groups (10 to 17) were much more likely than average to say that recreation programs should be increased.
- Older survey respondents were more likely to say recreation programs should not be increased.



4b. What types of recreation programs would you like to see increased? (Please check your top two choices.)

- 23.6% Special events (concerts in the park, festivals)
- 18.0% Outdoor/Environmental programs
- 14.1% Before and after school programs
- 12.1% Sports (competitive or recreational)
- 10.9% Arts (performing, visual, cultural)
- 8.5% Lifelong learning (classes)
- 6.4% Aquatic programs
- 5.1% Drop-in activities
- 1.4% Other

N=354

Key Observations

- The two top choices for programs people would most like to see increased are special events (23.6%) and outdoor /environmental programs (18.0%).
- Respondents between the ages of 10 and 14 were more likely than average (20.0%) to support sports programs.
- Respondents in the age group 65+ were more likely than average (29.2%) to support before and after-school programs.

5. In the last year, have you visited a park or natural area owned/managed by the City of Eugene? (See insert.)

- 92.5% Yes
- 5.6% No
- 1.9% Don't know

N=425

Key Observations

- A very high percent of respondents (92.5%) have visited a park or natural area owned or managed by the City of Eugene during the last year.
- All respondents in the age group 10 to 14 years (100%) answered yes.
- Survey participants in the age groups 55 to 64 and 65 and older were more likely than average to answer no (10.2% and 27.3% respectively).



6a. In your opinion, can Eugene's parks be improved? (If you answer yes or don't know, please go on to 6b; if you answer no, go on to question 7.)

77.4% Yes
14.1% Don't know
8.5% No

N=425

Key Observations

- Slightly over three-quarters (77.4%) of survey respondents said Eugene parks could be improved.
- Younger people were more likely to answer "yes" than older people (age 10 to 14, 95.8%; age 15 to 17, 88.2%).
- Older people were more likely to answer "no" (55 to 64, 14.6%; 65 and older, 16.7%).
- The highest percentages of "don't know" responses were from respondents age 18 to 24 (20%), and 65 and older (36.7%).
- Southeast participants were more likely than average (82.4%) to say parks could be improved.

6b. How can Eugene's parks be improved? (Please check your top two choices.)

30.5% Upgrade/complete existing parks
25.3% Develop additional smaller, close-to-home neighborhood parks
16.8% Acquire parkland for future development
13.9% Develop more large, multi-use community parks such as Amazon Park
8.6% Develop another metropolitan park serving the entire region such as Alton Baker Park
4.8% Other

N=377

Key Observations

- The top two choices for improving Eugene's parks were upgrade/complete existing parks (30.5%) and develop additional smaller, close-to-home neighborhood parks (25.3%).
- Develop additional smaller, close-to-home neighborhood parks was the number one choice for respondents age 10 to 14 (25.6%) and 35 to 44 (33.6%).
- Respondents ages 45 to 54, 55 to 64, and 65+ were more likely than average to support the acquisition of parkland for future development (25.0%, 20.8%, and 25.0% respectively).



7a. In your opinion, could Eugene’s natural areas be improved? (If you answer yes or don’t know, please go on to 7b; if you answer no, go on to question 8.)

65.6% Yes
20.7% Don’t know
13.8% No
N=421

Key Observations

- Well over half of the respondents (65.6%) said Eugene’s natural areas could be improved.
- Respondents from Southeast Eugene were more likely than average (73.5%) to see the need for natural area improvements.
- Respondents age 65+ were much more likely than average to answer “no” or “don’t know” to this question.

7b. What are your top two priorities for improving Eugene’s natural areas? (Please check your top two choices.)

27.1% Provide more passive recreation opportunities, such as trails and benches
23.2% Improve habitat in existing natural areas and remove invasive species
21.3% Acquire more natural areas
10.2% Increase volunteer participation in habitat restoration and maintenance
9.4% Inform community members about how their actions affect the environment
7.4% Provide more displays describing values and features of natural areas
1.6% Other
N=350

Key Observations

- The top two priorities for improving Eugene’s natural areas were: provide more passive recreation opportunities, such as trails and benches (27.1%); and improve habitat in existing natural areas and remove invasive species (23.2%).



8. On a scale of 1-5, with 1 representing entirely natural areas and 5 representing completely developed active parks, what is the right proportion of parks for Eugene? (Please check one only.)

- 51.8% Equal distribution
- 26.7% More active than natural parks
- 16.9% More natural than active parks
- 2.7% Entirely active parks
- 2.0% Entirely natural parks

N=409

Key Observations

- More than half (51.8%) of survey respondents said there should be an equal distribution of natural areas and active parks.
- Youth ages 10 to 14 were more likely than average (39.1%) to support more active than natural parks.
- Adults ages 18 to 24 (25.0%) and 25 to 34 (24.6%) were more likely than average to support more natural than active parks.

9a. Do you think Eugene needs more recreation elements, such as recreation centers, pools, play areas, sport fields, etc.? (If you answer yes or don't know, please go on to 9b-d; if you answer no, go on to question 10.)

- 58.8% Yes
- 22.9% No
- 18.3% Don't know

N=393

Key Observations

- Slightly more than half (58.8%) of survey respondents said Eugene needs more recreation elements.
- Respondents in the age groups 10 to to 17 were more likely than average to answer "yes".



9b. Which of the following OUTDOOR recreation elements are most needed in Eugene today? (Please check your top two choices.)

- 26.9% Multipurpose trails connecting community facilities for biking, walking, etc.
- 14.0% River access for recreation, swimming and boating
- 11.2% Playgrounds
- 10.4% Water play areas (wading, fountains)
- 9.5% Fenced, off-leash dog parks
- 9.4% Areas for special events and festivals
- 9.0% Regional-scale children's play area
- 6.8% Community gardens
- 2.7% Other

N=318

Key Observations

- According to survey respondents, the top two outdoor recreation elements that are needed in Eugene today are: multipurpose trails connecting community facilities for biking, walking, etc (26.9%); and river access for recreation, swimming and boating (14.0%).
- River Road participants were more likely than average to favor regional-scale children's play area (15.2%) and water play areas (17.2%).

9c. Which of the following INDOOR community buildings are most needed in Eugene today? (Please check your top two choices.)

- 42.4% Multi-use community center
- 33.1% Teen center
- 12.6% Senior center
- 9.4% Environmental interpretive center
- 2.4% Other

N=317



Key Observations

- Multi-use community center and a teen center were ranked as the top community buildings that are most needed in Eugene.
- Higher than average support for the multi-use community center came from respondents age 55 to 64 (51.0%).
- Higher than average support for the teen center came from teens, ages 15 to 17 (42.3%), and young adults, ages 18 to 24 (40.4%).
- Participants from Southeast Eugene were more likely than average (14.9%) to see a need for environmental interpretive center and less likely to see a need for a teen center (23.9%).

9d. Which of the following SPORT facilities are most needed in Eugene today? (Please check your two choices.)

- 24.7% Sports complex
- 20.6% Swimming pool
- 10.8% Gymnasiums
- 10.2% Outdoor basketball courts
- 8.0% Softball fields
- 6.9% Other
- 6.7% Soccer fields
- 6.3% Tennis courts
- 5.8% Frisbee or disc golf course

N=307

Key Observations

- The two facilities most needed for sports in Eugene are: a sports complex (24.7%) and a swimming pool (20.6%).
- Participants from Central Eugene were more likely than average to express a need for a Frisbee or disc golf course.



10. How often in the last 12 months have you used the following parks and community facilities?

| Facility | Per Capita Visits Annually |
|---------------------|-----------------------------------|
| Neighborhood Parks | 6.74 |
| Multi-Purpose Trail | 5.57 |
| Community Parks | 5.52 |
| Metropolitan Park | 5.46 |
| School Grounds | 5.15 |
| Swimming Pool | 3.36 |
| Concert Venue | 3.22 |
| Community Center | 1.22 |
| Natural Area | 1.89 |
| Senior Center | 0.56 |

Key Observations

- Neighborhood parks receive the highest amount of use with an average of 6.74 visits per capita.
- The facilities not used at all in the last 12 months by the respondents included the senior center (87.2%), the community center (68.3%), a swimming pool (52.5%), and school grounds (41.3%).
- As might be expected youth ages 10 to 14 were more likely than other age groups to use neighborhood park.

11. How would you rate your overall satisfaction with the level of park, open space and facility maintenance? *(Please check only one number.)*

- 71.6% Satisfied
- 10.8% Very satisfied
- 10.6% Not very satisfied
- 4.0% Don't know
- 3.1% Not satisfied

N=426



Key Observations

- More than 82% of survey respondents are satisfied or very satisfied with the level of maintenance in Eugene's park, open spaces and recreation facilities.
- Youth ages 10 to 14 were more likely than average to say they were not very satisfied (16.7%) or not satisfied (8.3%).
- Older adults ages 55 to 64 (15.7%) and 65+ (15.2%) were more likely than average to say they were very satisfied.

| |
|---|
| 12. Of all the improvements discussed in this questionnaire, what three parks, recreation and open space improvements are most needed in Eugene today? (Please list your choices. They do not have to be in priority order.) |
|---|

- 30.0% Improve existing parks
- 13.0% Acquire land and develop new parks and natural areas
- 11.0% Provide other recreation facilities including skate facilities, dog facilities, children's play environments, river access
- 9.0% Improve and expand trail system
- 7.0% Provide additional sports facilities, including gymnasiums
- 7.0% Improve maintenance of existing parks and facilities
- 6.0% Provide additional aquatics facilities
- 4.0% Provide additional community and recreation centers
- 4.0% Provide additional or improve park amenities such as restrooms, signs, parking, benches
- 4.0% Make improvements in park management
- 0.5% Provide additional recreation programs and classes

N=623

Key Observations

- Almost one-third (30%) of the responses felt that improvements to existing parks was most needed.
- Acquiring land for additional natural areas and developed parks was mentioned by 13.0% of survey participants.
- While trail use is high in Eugene, only 9.0% of the respondents listed improving or expanding the trail system among the top 3 most needed improvements.
- Among improvements to existing parks, improvements to Skinner Butte, Alton Baker and Amazon Parks were most frequently mentioned.
- Among those who mentioned acquiring land and developing new parks and natural areas, providing additional neighborhood parks was most frequently mentioned.
- Among those who selected other recreation facilities, children's play areas, off-leash facilities for dogs, and improving access to the Willamette River for swimming and boating were most frequently mentioned.



13. My age is

24.1% 45-54
20.6% 35-44
15.5% 25-34
12.0% 55-64
10.4% 18-24
7.9% 65+
5.6% 10-14
3.9% 15-17

N=432

14. My gender is

56.9% Female
43.1% Male

N=429

15. My ethnicity is

88.5% White
3.4% Other
2.4% Hispanic
2.0% Asian/Pacific Islander
1.9% American Indian/Alaska Native
1.0% Black

N=416



Note: Only respondents 18 years old or older were asked to complete questions 16 and 17.

16a. Do you believe the City should have a role in providing recreation services for the community? (If you answer yes or don't know, please go on to 16b; if you answer no, go on to question 17.)

86.8% Yes
3.9% No
9.2% Don't know

N=380

Key Observations

- The highest percentage of respondents (86.8%) say the City should have a role in providing recreation services for the community.

16b. What role is most appropriate for the City to play in providing recreation services? (Please check one.)

70.2% Provider – primary provider of services; some services provided by partner agencies
21.9% Facilitator – does not provide direct services; encourages other agencies to meet needs
5.7% Referral Agency – does not provide service; refers residents to services provided by other agencies
2.3% Other

N=352

Key Observations

- The highest percentage of respondents (70.2%) say the City should be a primary provider of services with some services provided by partner agencies.

17a. In response to budget cuts, the City of Eugene has reduced recreation services during the past 5 years from a comprehensive program serving all ages to a focus on youth services. In your opinion, are certain groups in the City of Eugene in need of more or better recreation services? (If you answer yes or don't know, please go on to 17b; if you answer no, go on to question 18.)

61.0% Yes
10.2% No
28.9% Don't know

N=374



Key Observations

- Less than two-thirds (61.0%) of respondents said certain groups in the City are in need of more or better recreation services.
- Almost one-third (28.9%) said they “don’t know.”

17b. Which groups need more or better recreation services in Eugene? (Please check all that apply.)

- 17.5% Middle school youth 12-14
- 15.8% High school youth 15-18
- 13.1% Elementary school youth 6-11
- 10.6% Seniors 55 and over
- 10.5% Preschoolers up to age 5
- 9.9% People with disabilities
- 8.7% Adults 26-54
- 7.0% Adults 19-25
- 5.6% People from diverse cultures
- 1.5% Other

N=298

Key Observations

- According to the results above, nearly half of respondents mentioned youth 6-18 as needing more or better recreation services.

11a. When the following activities are in season, how many times in a 30-day period do you participate on your own or in City programs? Please fill in the appropriate box. Please answer EACH item.

Recreation demand is difficult to quantify because of the many factors that influence recreation participation and interests. There have been many approaches tried for identifying this demand ranging from the use of national surveys and standards to measuring actual participant hours. Recognizing this problem, MIG began accumulating recreation participation information on communities throughout the northwest. By making comparison to other similar communities or with the NORTHWEST AVERAGE (the average of the last 15 communities surveyed) one can determine where specific activities are above or below the norm.

Starting below are participation rates for both indoor and outdoor activities. The per capita occasions for a 30 day period refers to the average number of times each person participated in the activity when the activity is in season. These activities are ranked so that the most popular activities in Eugene appear first. Survey results for the Willamalane Park and Recreation District also are given where similar activities were listed.



| Rank | Activity | City of Eugene | Willamalane P & R District | Northwest Average |
|------|----------------------------------|----------------|----------------------------|-------------------|
| 1 | Watching TV/Video | 3.92 | | 3.92 |
| 2 | Computers (personal) | 3.70 | | 6.47 |
| 3 | Reading for Pleasure | 3.52 | | 7.83 |
| 4 | Walking for Pleasure | 3.22 | 5.67 | 5.37 |
| 5 | Exercising/Aerobics | 2.96 | 3.54 | 3.41 |
| 6 | Family activities | 2.48 | 4.57 | 3.60 |
| 7 | Gardening | 2.37 | 4.58 | 3.99 |
| 8 | Dog Walking | 2.36 | 4.77 | 4.77 |
| 9 | Bicycling for Pleasure | 2.25 | 3.91 | 2.93 |
| 10 | Playground (visit/play) | 2.09 | 3.13 | 2.63 |
| 11 | Wildlife Watching | 2.08 | 2.19 | 2.16 |
| 12 | Jogging/Running | 2.06 | 2.04 | 2.49 |
| 13 | Hiking/Backpacking | 1.95 | 2.19 | 2.02 |
| 14 | Fairs and Festivals | 1.91 | 2.65 | 2.21 |
| 15 | Bird Watching/Feeding | 1.88 | 2.23 | 1.62 |
| 16 | Concerts (attend) | 1.88 | 1.97 | 1.94 |
| 17 | Camping (general) | 1.80 | | 2.60 |
| 18 | Arts and Crafts | 1.79 | | 1.81 |
| 19 | Cultural Events (attend) | 1.78 | | 1.35 |
| 20 | Bicycling (commute) | 1.77 | | 0.99 |
| 21 | Picnicking | 1.77 | 2.54 | 2.02 |
| 22 | Gourmet Cooking | 1.73 | | 1.68 |
| 23 | Swimming (outdoor) | 1.71 | 2.62 | 2.50 |
| 24 | Photography | 1.68 | 1.64 | 1.56 |
| 25 | Musical Instrument (playing) | 1.64 | | 1.61 |
| 26 | Swimming (indoor) | 1.60 | 2.95 | 2.20 |
| 27 | Basketball | 1.58 | 2.60 | 2.26 |
| 28 | Golf (play) | 1.48 | 1.21 | 1.44 |
| 29 | Soccer | 1.46 | 1.35 | 1.72 |
| 30 | Fishing (freshwater) | 1.45 | 2.86 | 1.84 |
| 31 | Football | 1.41 | 1.96 | 1.54 |
| 32 | Dancing (social) | 1.35 | 1.31 | 1.02 |
| 33 | River Rafting | 1.32 | | 0.76 |
| 34 | Baseball (youth) | 1.31 | 1.11 | 1.49 |
| 35 | Softball | 1.29 | 0.84 | 1.37 |
| 36 | Canoe/Kayak | 1.25 | 0.62 | 0.74 |
| 37 | Roller Skating / In-Line Skating | 1.25 | 1.05 | 1.20 |
| 38 | Disc Frisbee Golf | 1.22 | | 1.22 |
| 39 | Dancing (ballet, tap, etc.) | 1.21 | 0.61 | 0.58 |
| 40 | Tennis | 1.21 | 0.54 | 1.09 |
| 41 | Volleyball (outdoor/sand) | 1.18 | 0.39 | 0.88 |
| 42 | Drama (participate) | 1.16 | | 0.66 |
| 43 | Skiing (cross country) | 1.16 | | 0.07 |
| 44 | Ice Skating (indoor) | 1.15 | 0.34 | 0.51 |
| 45 | Gymnastics | 1.14 | 0.44 | 0.35 |
| 46 | Rock Climbing | 1.14 | | 0.66 |
| 47 | Volleyball (indoor) | 1.14 | 0.68 | 0.92 |
| 48 | Bicycling (BMX) | 1.12 | 0.96 | 0.90 |
| 49 | Ultimate Frisbee | 1.12 | | 1.12 |
| 50 | Skateboarding | 1.10 | 1.31 | 0.83 |



Key Observations

- Two of the top ten activities in Eugene are trail related (walking for pleasure and bicycling for pleasure).
- Basketball was the first organized sport activity to appear on the list at #27. Generally we find the organized sports in the 15-20 ranking range.
- The top ten activities for the youth (age 10-17) were:

| | |
|----------------------------|------|
| Watching TV/Video | 4.55 |
| Computers | 3.87 |
| Reading for Pleasure | 3.28 |
| Family Activities | 2.62 |
| Playground Visit/Play | 2.61 |
| Exercise/Aerobics | 2.59 |
| Jogging/Running | 2.58 |
| Playing Musical Instrument | 2.49 |
| Bicycling for Pleasure | 2.47 |
| Walking for Pleasure | 2.32 |

- The top ten activities for the senior population (age 55+) were:

| | |
|------------------------|------|
| Watching TV/Video | 3.98 |
| Walking for Pleasure | 3.56 |
| Reading for Pleasure | 3.53 |
| Computers | 3.18 |
| Exercise/Aerobics | 2.85 |
| Gardening | 2.70 |
| Bird Watching/Feeding | 2.19 |
| Wildlife Watching | 2.16 |
| Bicycling for Pleasure | 1.83 |
| Fairs and Festivals | 1.82 |

- Comparisons for organized sports to the NORTHWEST AVERAGE were as follows:

| | |
|---------------------|------|
| Baseball | -17% |
| Basketball | -24% |
| Football | - |
| Soccer | -11% |
| Softball | - |
| Tennis | +1% |
| Volleyball, Indoor | -15% |
| Volleyball, Outdoor | +17% |



11b. From the recreation activities listed below circle the ten (10) activities you would like to do more often if the facilities were available. Rank them in order of your preference.

Respondents were also asked to rank their top ten preferred activities if facilities were available. The activity rankings were then scored with a weighted value by giving a first choice a value of ten, a second choice a value of nine, etc. The total weighted score was then calculated for each activity. The 20 highest-ranking activities are shown below. The weighted score is shown only for ranking purposes.

In the table below, the first column lists the activity the respondent would most like to do if facilities were available, in their ranking order. The last column lists the current participation ranking from Question 18. The difference between what residents are currently doing (column 4) and what they would like to be doing (column 1) is called the **latent demand**. The greater the two numbers vary from each other, the greater the latent demand. Activities with a latent demand value of 10 or greater are screened.

| Preferred Ranking | Activity | Weighted Score | Current Participation Ranking |
|-------------------|--------------------------|----------------|-------------------------------|
| 1 | Bicycling for Pleasure | 785 | 21 |
| 2 | Walking for Pleasure | 641 | 4 |
| 3 | Concerts (attend) | 639 | 17 |
| 4 | Gardening | 625 | 7 |
| 5 | Exercising/Aerobics | 553 | 5 |
| 6 | Hiking/Backpacking | 539 | 13 |
| 7 | Fairs and Festivals | 515 | 15 |
| 8 | Family Activities | 503 | 6 |
| 9 | Camping (general) | 482 | 18 |
| 10 | Arts and Crafts | 428 | 19 |
| 11 | Cultural Events (attend) | 419 | 20 |
| 12 | Reading for Pleasure | 397 | 3 |
| 13 | Swimming (indoor) | 384 | 27 |
| 14 | Swimming (outdoor) | 333 | 24 |
| 15 | Dog Walking | 327 | 8 |
| 16 | Jogging/Running | 294 | 12 |
| 17 | Wildlife Watching | 288 | 11 |
| 18 | Playground (visit/play) | 257 | 10 |
| 19 | Basketball | 249 | 28 |
| 20 | Computers (personal) | 231 | 2 |

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